Consumer–Brand Relationship Research: Emerging Knowledge Clusters and Future Research Directions

Consumer brand relationship research: emerging knowledge clusters and future research directions

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Abstract
Although much is known about general consumer brand relationship (CBR) research and CBR in the tourism and hospitality context, recent literature reviews brought up numerous angles of CBR research. However, research lacks tourism and hospitality context. Secondly, recent literature reviews heavily brought bibliometric insights. However, theoretical, contextual and methodological considerations are still under-explored. Therefore, this chapter aims to explore CBR research in general and CBR within tourism and hospitality to bring theory–context–method (TCM) framework for setting up future research agenda. We conducted a literature search of CBR research on the Web of Science database. After screening, we selected 416 journal articles for bibliometric and content analysis to understand emerging intellectual structures and the TCM framework to guide future research directions. The findings are discussed in detail, including publication trends, top contributing journals, intellectual structures, and the TCM framework. Bibliographic coupling presents four knowledge clusters: 1) commitment, 2) satisfaction, 3) loyalty, and 4) trust. Finally, this chapter offers bibliometric–driven content analyses as methodological contributions and CBR in tourism and hospitality as contextual contributions for future research directions. This chapter provides practitioners with a summary of the extent of CBR research with a specific focus on tourism and hospitality to tailor their brand management strategies.

Keywords
Consumer brand relationships, bibliometric analysis, intellectual structures, theories contexts methods (TCM), brand marketing, and future research agenda.

1 Introduction

Consumer brand relationship (from here CBR) research has been increasingly the focus of both brand marketing and brand management scholars since the 1990s. The movement from transaction–to relationship-based interactions evidenced a notable growth within CBR research (Sheth & Parvatiyar, 1995). There have been numerous efforts to review CBR research from a range of methods such as systematic literature review and bibliometrics, for example, citation meta-analysis of CBR (Fetscherin & Heinrich, 2015), brand personality literature (Radler, 2018), review of consumer brand relationship and emotions (Albert & Thomson, 2018), brand experience literature (Zha et al., 2020), brand transgression literature (Khamitov et al., 2020), negative emotions in CBR research (Khatoon & Rehman, 2021), among others. However, research lacks to develop bibliometric–driven content analysis to offer future research directions that are not only based on bibliometrics but provide a concrete flow of theoretical, contextual and methodological choices towards CBR research in general CBR research within tourism and hospitality context in specific.

Pioneering work on CBR advances consumer research further through the contemporary thoughts in marketing theory and practice (Fournier, 1998). The trajectory of CBR research evolve overtime through a range of development conceptual ideas such as (Hollebeek et al., 2014). Even this CBR is flourishing in general, researchers are still concerned how this can be enhanced further through dynamic philosophical and methodological choices to enhance the depth of CBR phenomenon in general. More interestingly, with inception of technology-enabled tourism and hospitality (Wang et al., 2017; Leung, 2019), phenomenological research where lived experiences with the brand could be potential philosophical and methodological designs. Phenomenology has rich history to explore "lived experiences" and how individual make sense of their experiences (Sokolowski, 2000). The trajectory from transcendental phenomenology (Husserl, 1970), hermeneutic phenomenology (Heidegger, 2005), interpretative phenomenological analysis (Smith & Shinebourne, 2012).

Accordingly, the field of CBR research can be extended further to bring deeper consumer experiences with tourism and hospitality brands.

Most recently, it has been a trend to develop theory–context–method (TCM) framework (Paul et al., 2017) to understand better overall literature streams and their respected theoretical, contextual and methodological choices. TCM framework is receiving more attention across disciplines, and tourism and hospitality are no exception (Wut et al., 2021; Lim et al., 2021; Kim & So, 2022). Therefore, it is crucial to bring future research directions of CBR research to move the field forward by combining bibliometrics with the TCM framework. Accordingly, this chapter aims to explore CBR research in general and CBR within tourism and hospitality context to bring theory–context–method (TCM) framework for setting up future research agenda. Moreover, we aim to develop a guide for brand marketing and brand management researchers towards phenomenological research in general, and interpretative phenomenological analysis as research design in specific to develop CBR research further.

In the following section, we present the literature review research design.

2 Research design for literature review

CBR research is fragmented across numerous conceptual views; in this chapter, we aim to understand the emerging intellectual structures using bibliographic coupling. These emerging intellectual structures in isolation might not deliver a holistic understanding of the field, yet an overview of how research can be grouped through knowledge structures. To delve deeper into concrete future research directions for CBR research from three levels of contributions (theoretical, contextual and methodological), we conducted bibliometric–driven content analysis that combines bibliographic coupling and TCM framework. From a range of literature review methods such as

systematic literature review, bibliometric analysis, and meta-analysis, it is critical to decide the appropriateness, adequacy, and alignment of research questions and the design of the review method (Donthu et al., 2021). Since the aims of this chapter is to review CBR research in general and CBR research within tourism and hospitality context in specific using bibliometric–driven content analysis. Therefore, we selected bibliographic coupling to bring emerging intellectual structures (Zupic & Čater, 2015) of CBR research. For the content analysis, we used (Theory–Context–Method) TCM framework (Paul & Criado, 2020; Paul et al., 2021).

For the purpose of data collection, we selected data for this chapter from core collection of the Web of Science (WOS) database which is one of the highly commendable databases for social science research (Vieira & Gomes, 2009; Chabowski et al., 2018). Figure 1 details, the overall process of data retrieval, where we have started from two search strings; "consumer brand relationship*" and "customer brand relationship*" with "OR" as a Boolean operator to cover whole publications discussing either consumer or customer brand relationship, the "*", symbol used to cover plurals of these keywords. We followed PRISMA statement (Moher et al., 2009), at identification stage, 487 documents appeared, at screen stage, we only included publications with English language and document type as articles that resulted in 416 publications. Finally, we have selected 416 publications for bibliometric analysis to map CBR research emerging intellectual structures using bibliographic coupling and CBR research theoretical, contextual and methodological choices to present TCM framework using content analysis of full texts of 416 publications. After that, we downloaded two types of datasets; 1) ".tab delimited" file for bibliographic coupling using VOSViewer software (Van Eck & Waltman, 2010), and 2) ".xls" file for content analysis and mapping of theory–context–method.

Furthermore, our chapter also suggest phenomenological research design for CBR research.

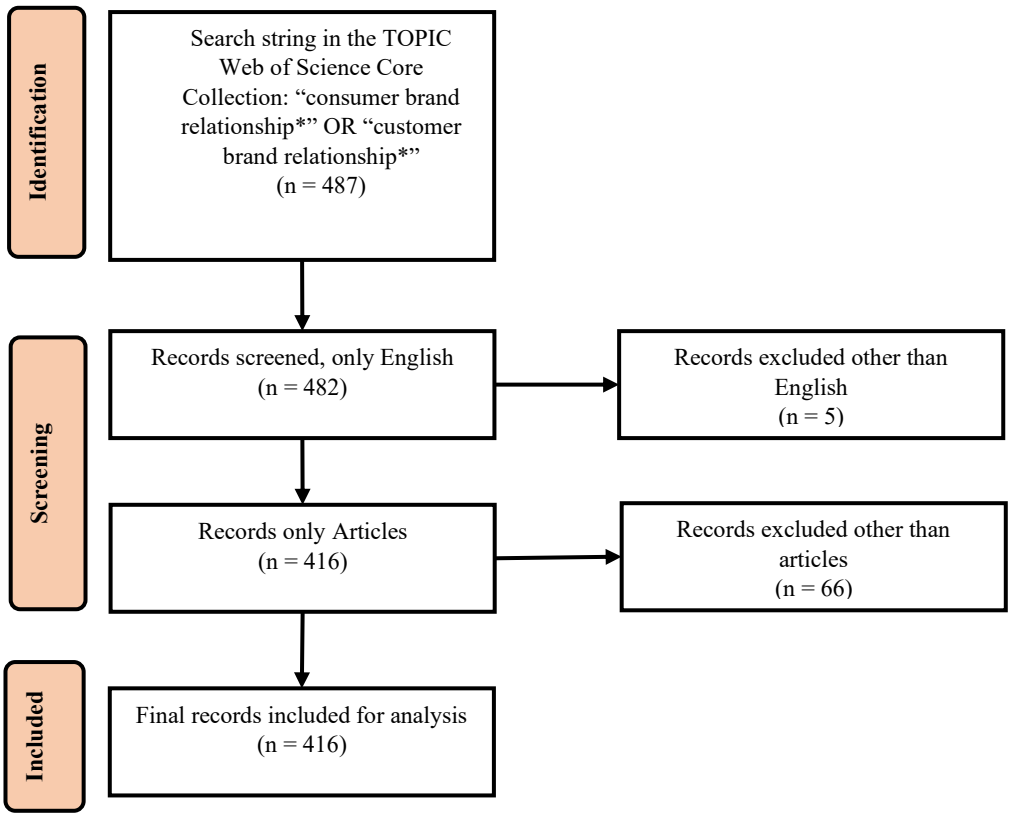

Fig. 1 PRISMA chart

Following section of the chapter, we explained the findings and discusses CBR research publication trends, top contributing journals, intellectual structures, and the TCM framework.

3 Results

Interestingly, results of this chapter flow from detailing publication trends, top contributing journals, intellectual structures using bibliographic coupling yielded with four emerging intellectual structures of CBR research.

Figure 2 illustrate the publications of CBR over two decades of Research. CBR research has gained lots of importance during last two decadeds, especially in recent years. Figure 2 presents the trajectory of CBR research across two decades, The initial CBR research was started in 1995, however field has seen an exponential growth from year 2013. There are total of 68 articles are published from year 2018 to 2021. Which shows the rising importance and interest of researchers in this partiuclar field.

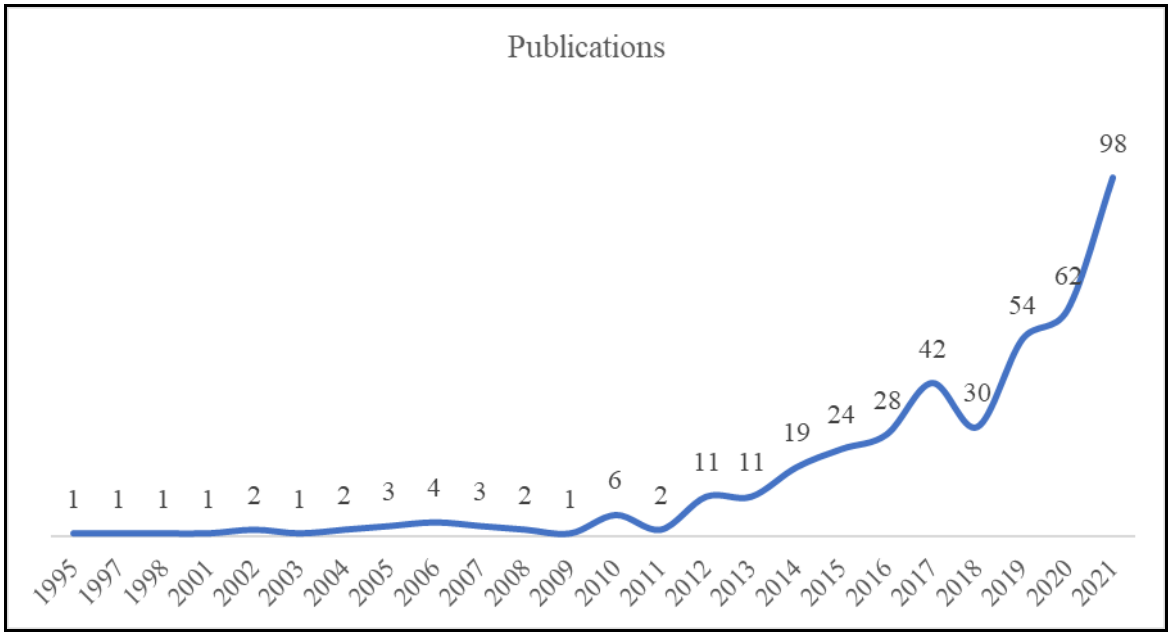

Fig. 2 Publications of CBR over two decades of research

Table 1 describes most influential journals publishing CBR research. The most of the CBR research papers are published in top ranked journals. However, the most prominent research journals include

Journal of Business Research, Journal of Product and Brand Management. Furthermore, among author reputed journal articles, citation wise (2539) Hollebeek et al., (2014) has significant contribution to the literature through consumer brand management. Other prominent journals based on citations are Journal of Business Research and Journal of Consumer Research has citation score of 1577 and 1404 respectively.

Table 1 Most influential journals publishing CBR research

Journal	Publications	Citations	Citations per publication
Journal of Business Research	38	1577	42
Journal of Product and Brand Management	32	625	20
Psychology & Marketing	17	485	29
Journal of Retailing and Consumer Services	15	487	32
Journal of Brand Management	12	132	11
Journal of Consumer Behavior	11	81	7
Journal of Consumer Research	10	1404	140
European Journal of Marketing	9	168	19
Journal of Marketing	8	930	116
Marketing Intelligence & Planning	8	94	12

Figure 3 and Table 2 explains intellectual structures of CBR research. CBR research is divided in 4 different clusters based on area of investigations. For instance, cluster 1 represented with red color where most of the articles are based on consumer commitement in CBR research. There are 148 articles are published in this cluster and considered as the most prominent area in CBR research. Major authors in this clusters include Carroll and Ahuvia (2006); Aaker, Fournier, and Brasel

(2004), and Swaminathan et al., (2007) contributed significantly in cluster 1 (commitement) having citation score of 2896, 2523, and 611 respectively. Majority of research articles in cluster 1 (commitment) were published in the first era of CBR research.

Second, cluster 2 represented with green color where most of the articles are based on consumer satisfaction in CBR research. There are 91 articles are published in this cluster. Major authors in this clusters include Hollebeek et al., (2014); Labrecque (2014), and Jahn et al., (2012) contributed significantly in cluster 2 (statisfaction) having citation score of 2539, 813, and 611 respectively. Majority of research articles in cluster 2 (satisfaction) were published in the second era of CBR research.

Third, cluster 3 represented with blue color where most of the articles are based on consumer loyalty in CBR research. There are 84 articles are published in this cluster. Major authors in this clusters include He (2012), Mazodier (2012), Jahn et al., (2012), contributed significantly in cluster 2 (statisfaction) having citation score of 765, 402, 179, respectively. Majority of research articles in cluster 2 (satisfaction) were published in the second era of CBR research.

Fourth, cluster 4 represented with yellow color where most of the articles are based on consumer loyalty in CBR research. There are 84 articles are published in this cluster. Major authors in this clusters include He (2012), Zhang et al., (2016), Mazodier (2012), contributed significantly in cluster 2 (statisfaction) having citation score of 765, 915, and 402, respectively. Majority of research articles in cluster 2 (satisfaction) were published in the second era of CBR research.

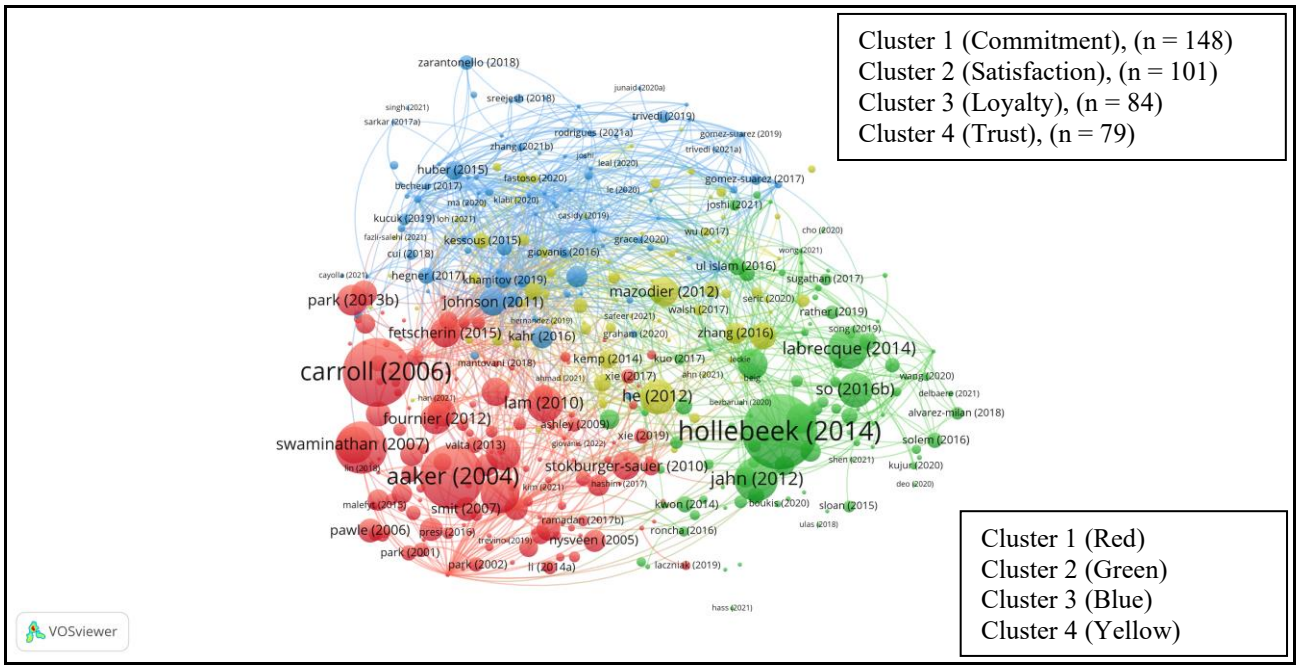

Fig. 3 Intellectual structures of CBR research

Table 2 Overview of clusters in CBR research

Cluster	Sample studies
Cluster 1 (Commitment)	(Swaminathan et al., 2007; Carroll et al., 2006; Aaker, 2004)
Cluster 2 (Satisfaction)	(Hollebeek et al., 2014; Jahn & Kunz, 2012)
Cluster 3 (Loyalty)	(Kähr et al., 2016; Johnson, Matear, & Thomson, 2011)
Cluster 4 (Trust)	(Zhang et al., 2016; He 2012; Mazodier, 2012)

Table 3 illustrate the theories utlised during these two decades of CBR research. There are 43 theories on which these CBR research studies are conducted. For instance, social identity theory was used in 12 articles and used in each clusters (cluster1= commitment, cluster2= satsifaction, cluster3= loyalty, cluster4= trust) provided in fig. 3. Secondly, consumer-brand relationship theory was adopted in 8 articles and used in first three clusters (cluster1= commitment, cluster2= satsifaction, cluster3= loyalty) of CBR research. Out of all clusters, most of the theories are utilised in cluster 2 consumer satisfcation in CBR research.

Table 3 Most frequently used theories in CBR research

Theory	Cluster 1 (Commitment)	Cluster 2 (Satisfaction)	Cluster 3 (Loyalty)	Cluster 4 (Trust)	Sample studies
Social identity theory	2	6	3	1	(Crespo et al., 2022; Lee & Yi, 2022)
Consumer-brand relationship theory	3	1	4		(Wang & Sparks, 2017; Sengupta et al., 2022)
Relationship theory	1	2	1	3	(Ahn & Kwon, 2021; Wallace et al., 2021)
Attachment theory		1		3	(David, Carter, & Alvarez, 2020; Hung et al., 2018)
Social exchange theory	1	3			(Hashim et al., 2020; Alvarez-Milán et al., 2018)
Uses and gratifications theory		4			(Kujur et al., 2020; Shang et al., 2017)
Theory of planned behaviour	1	1	1		(Sharma et al., 2021)
Commitment-trust theory				2	(Zhang & Bloemer, 2008)
Parasocial interaction theory		2			(Copeland et al., 2023)
Self-expansion theory	1		1		(Gorlier & Michel, 2020)

Table 4 ellaborate the context-industry used in CBR research. There are 12 industries on which these CBR research studies are conducted. For instance, major of the CBR research is conducted in Retail industry context (n=31). Similary, second major context-industry in CBR research was Media (n=30). Among remaining CBR research is conducted in context-industries including e-commerece, tourism and hospitality, and telecommunication (Abbasi et al., 2022). Clusters 1-2 (commitment, satisfaction) consists of most of research studies are conducted in media and retail industries.

Table 4 Most frequently studied industrial contexts in CBR research

Industry	Cluster 1 (Commitment)	Cluster 2 (Satisfaction)	Cluster 3 (Loyalty)	Cluster 4 (Trust)
Retail	31	14	18	14
Media	30	57	13	14
Education	22	4	9	11
e-commerce	16	10	7	8
Tourism and Hospitality	11	7	7	7
Telecommunication	6	1	6	6
Financial	4	2	3	4
Food	3		3	2
Textile and Fashion	2	1	1	2
Sports	1		2	

Table 5 illustrate the context-country in CBR research. There are 36 countries in which these CBR research studies are conducted. For instance, out of these 418 CBR research studies, most of the CBR research studies are conducted in USA (n=125). Similary, second major context-country in CBR research is India (n=67). Among remaining CBR research is conducted in context-countries including Australia and Germany. Clusters 1-2 (commitment, satisfaction) consists of most of research studies are conducted in USA and Indian country contexts.

Table 5 Most frequently studied country contexts in CBR research

Country	Cluster 1 (Commitment)	Cluster 2 (Satisfaction)	Cluster 3 (Loyalty)	Cluster 4 (Trust)
USA	64	25	15	21
India	13	27	15	12
Australia	7	8	9	7
Germany	7	3	3	3
South Korea	7		1	4
China	6	9	4	5
France	6		3	4
Taiwan	6	6	2	2
UK	5	4	3	7
Canada	4	1	2	

Table 6 explains the methods used in CBR research. Several data collection methods were employeed in order to collect data. Most of the studies were quantitative (n=330), in which most of the studies collected data through survey data collection techniques (n=304). For the analysis purpose these 304 studies used regression analysis for data analysis (n=217). Out of 416 research studies, 51 studies were qualititave, in which most of the studies collected data through themetic analysis (n=34). Clusters 1-2 (commitment, satisfaction) consists of both quantitative and qualitative research studies.

Table 6 Most frequently used methods in CBR research

Data collection and analysis	Cluster 1 (Commitment)	Cluster 2 (Satisfaction)	Cluster 3 (Loyalty)	Cluster 4 (Trust)
Data collection				
Survey	86	85	64	69
Experiments	22	7	5	5
Secondary data	9	1	6	1
Interviews	21	5	5	3
Focus group	1	3	1	1
Observations	3	1	1	1
Data analysis				
Regression	92	45	35	45
SEM	15	47	34	26
ANOVA				1
Bibliometric analysis	1			
Thematic analysis	20	4	7	3
Content analysis	2	2		
Phenomenological analysis	5			
Critical interpretive synthesis	3		3	

After discussing findings of our chapter, in the following section, we proposed a few research questions to unleash the potential of CBR research further.

4 Discussion

This chapter's main objective was to shed light on the consumer brand relationship research field while also examining its historical foundations in academic literature and recent development. The foundation of our work is a retrospective empirical examination. We gathered information from the ISI Web of Science database and performed a bibliometric citation meta-analysis since this technique can show how consumer brand connection research has changed over time. Additionally, this method makes it possible to determine which journals are responsible for disseminating CBR research in the literature as well as which papers and authors are most frequently contributed, which helped advance the study of consumers and their brands. Last but not least, our methodology also identified intellectual structures using bibliographic coupling yielded with four emerging intellectual structures of CBR research.

In this study, 416 papers were found, with the majority coming from journals in the business and management discipline, then applied psychology, communications, hospitality, and research on leisure, sports, and tourism. The bibliometric analysis's findings aid in addressing the initial research query. Research on CBR has a wide range of historical roots, indicating that it did not originate from a single source or from the literature on branding or consumer behavior alone. Although research on CBR is conducted across disciplines, which attests to its multidisciplinary nature, management and business publications continue to rule. Specifically, consumer research-focused marketing literature like the Journal of Business Research, Journal of Product and Brand Management, Journal of Consumer Research, and Psychology & Marketing, makes a significant contribution in field of consumer brand relationship research. This brings us to the conclusion that marketing literature is where CBR has its main foundations.

The study reveals that there was a need for research on consumers and their brands because the literature before to the beginning of the millennium ignored these ties. Thus, unique phenomena of consumer behavior like consumers' commitment (Liu, Zhu, & Wang, 2022), consumer satisfaction, consumer loyalty, and consumer trust have simply not been adequately explained by literature as of the late 1990s (Carroll & Ahuvia, 2006). Academics began to look at CBR from a different angle as a result of this existing literature on brand satisfaction and loyalty (Rasoolimanesh et al., 2021; Rather & Hollebeek, 2019; Rather et al., 2019; Rather et al., 2022), brand commitment, to mention a few. Without a doubt, Hollebeek et al., (2014) article may be viewed as a significant step forward, but perhaps less so for its innovative structure and more so for the enormous popularity his pioneering work amassed in the scientific community. We also determined which researchers and their works related to CBR were frequently referenced.

This information is crucial for researching the interaction between consumers and brands. In this regard, the results of the bibliometric analysis allow for the spotlight of not only well-known articles in the literature but also a list of up-and-coming publications that are currently trending (see Table, 1). In order for visitors to swiftly determine whether the subject may be pertinent to their own study and afterwards receive inspired ideas, we have supplied thorough references on those ascending publications. In this context, we used the citation mapping approach to show our results. In addition to plotting data (see Fig. 3), this strategy also identifies four sub-research streams pertaining to consumer brand relationships like consumers' commitment (Isiksal & Karaosmanoglu, 2020; Nobi, Kim, & Lee, 2021; Lisjak, Bonezzi, & Rucker, (2021), consumer satisfaction (Bezbaruah & Trivedi, 2020; Hayes, Brinson, Bott, & Moeller, 2021; Rather & Camilleri, 2019), consumer loyalty (Rahman, Langner, & Temme, 2021; Lee & Yi, 2022; Rather et al., 2018, Rather, 2018), and consumer trust (Emmanuel-Stephen& Gbadamosi, 2021; Crespo, Ferreira, & Cardoso, 2022; Khan et al., 2022).

These CBR research are based on 43 different theories. The social identity theory, for instance, was applied to 12 articles and employed in each of the clusters (cluster1= commitment, cluster2= satisfaction, cluster3= loyalty, and cluster4= trust) shown in fig. 3. Second, eight publications accepted the consumer-brand relationship theory, which was applied to the first three clusters of the CBR study (clusters 1 and 3: commitment, satisfaction, and loyalty). Out of all the clusters, cluster 2 consumer satisfaction in CBR research is where the majority of theories are used.

Furthermore, the context-industry used in CBR research. There are 12 industries on which these CBR research studies are conducted. For instance, major of the CBR research is conducted in Retail industry context Media (n=30). Among remaining CBR research is conducted in context-industries including e-commerce, tourism and hospitality, and telecommunication. Additionally, the statistics offer fresh perspectives on the geographical distribution of the most productive researchers, journals, and academic output in this field. This is hardly unexpected considering that American, Indian, and European countries contributions make up the bulk of all submissions to international marketing publications. However, as indicated in Table 4, our bibliometric study indicates those context-countries that have studied consumer brand interactions from the beginning.

To gather data, several data gathering techniques were used. The majority of the studies (n=330) were quantitative, and the majority of the data was gathered through survey data collecting techniques (n=304). Regression analysis was utilized to analyses the data in these 304 studies (n = 217) for the analysis. Out of 416 research investigations, 51 were qualitative. The majority of these studies (n = 34) obtained data via thematic analysis. There are studies in Clusters 1-2 (commitment, satisfaction) that combine quantitative and qualitative methods.

5 Future research directions

Despite its high level of objectivity, bibliometric citation meta-analysis is subjective because it required us to make decisions about the time period, terms, and identification and labelling of the main research streams. All of the reviews in this article were written in English. Future studies ought to look at non-English research and emphasize its contribution to this field of study. Our bibliometric study is based on publications that have been published and cited in other journals, which presents another restriction. We understand that there are now "hot subjects" in consumer brand interactions, such anthropomorphism and brand partnerships, but this might take some time. Though, the findings of our investigation provide insight into the relatively recent and interesting field of CBR. CBR is still in its infancy, despite the fact that academia and practitioners have historically given CBR a great deal of attention. Therefore, it is not unexpected that there aren't a lot of top-notch papers and journals out there on this subject, although they are increasing. Therefore, we would want to urge academics all around the world to focus on the cutting-edge discipline of CBR research in the context of tourism and hospitality.

Based on the synthesis of findings and incremental insights provide further methodological lens to enhance CBR research in general and CBR research within tourism and hospitality context in specific. We realized that there is potential for CBR researchers to approach CBR through phenomenological philosophy and methodology to bring deeper experiential insights. Fundamentally, phenomenological enquiry is concerned with understanding of the meaning of experience, what and how it was experienced (Teherani et al., 2015). The methodological utility of phenomenological approach is understood as, “it describes the meaning for several individuals of their lived experiences of a concept or a phenomenon, describing what all participants have in common as they experience a phenomenon” (Creswell & Poth, 2018, p.76). Therefore, phenomenology studies a phenomenon manifested in human experience, how they perceive and

make sense of it, and the meaning they associate in their subjective lives. People are self-interpreting and are actively engaged in interpreting the events and phenomena, they experience (Taylor, 1985; Rather, 2020; Rather, 2019; Rather et al., 2019). The findings of the current chapter reveal that there are dominantly four knowledge structures of CBR research, accordingly, we have proposed numerous future research questions (refer table 7) to advance the understanding of CBR scholars and practitioners.

In cluster 1 where we have seen that CBR research with a focus on commitment has been studied with numerous theoretical, contextual and methodological choices. However, we can clearly see that brand commitment can be studied in Asian, Middle Eastern, and African contexts within industrial contexts such as Textile and Fashion, Sports, Automotive, and Healthcare. According to table 7, we are proposing that *"What is like to be committed with a brand for the whole life?"*, this research question can be examined using phenomenology as research philosophical and research methodological approach to bring more deeper understanding of phenomenon of "being committed to a brand for the whole life" in aforementioned research contexts. More specifically, this phenomenon can be further extended in tourism and hospitality context being more experiential in nature. Iglesias & Saleem (2015) concluded that CBR can be supported through a range of multiple factors and corporate culture is one of them. Additionally, phenomenological research would bring stronger and deeper insights to understand the nature of lived experiences of tourists.

Cluster 1 can be further enriched through the technological transformation of tourism and hospitality contexts. For example, the inception of smart tourism has added value to overall experiential value for customers. Tourism and hospitality scholars and practitioners need more relevant and core experiential insights in the era of smart tourism, therefore, we proposed that "What is like to experience smart tourism with brand X?". By following contemporary

phenomenological approach such as interpretative phenomenological analysis which can unleash the layers of commitment in CBR through lived experiences, the choices customer makes to go for smart tourism, how was their experiences, how they feel after smart tourism experience and what is the value of such experiences in their lives?

For example, cluster 2, there has been a debate around the role of customer satisfaction in CBR. Due to increasing attention towards virtual tourism, we proposed a research question: "What is like to experience virtual tourism with brand X?". Within virtual tourism industry, the specific interest of researchers is to understand the meaning of virtual tourism with a brand, that can be applied to any hotel, restaurant or airline. Cluster 3 and 4, are addressing loyalty and trust factors within CBR research, respectively where we have seen that these issues around lived experiences, sense making of these experiences with tourism brands could offer brand researchers and practitioners with experiential insights.

These questions could be studied through phenomenology broadly. For example, using transcendental phenomenology where researcher's role is to investigate the lived experience to find out the common features, themes, meanings, and universal essence based on the generalizable description of the phenomenon with suspension of all prejudgments, assumptions, beliefs, and attitudes of researcher (Husserl, 2012). On the other hand, there is another phenomenological research tradition called "hermeneutic phenomenological" which is heavily dependent on interpreting the phenomenon under investigation. Moreover, the researcher's role in Hermeneutics phenomenology is different from transcendental phenomenology. The focus is on the phenomenon, how it was experienced, not how it was conceptualized. Most recent development in phenomenological research designs has been introduced as Interpretative Phenomenological Analysis (IPA) (Smith & Shinebourne, 2012). IPA is a phenomenological approach, that studies

lived experience and how individuals make sense of their lived experiences (Smith et al., 2022). It is proposed that IPA research design is best potential methodology to examine the meaning that individuals associate to their experience.

Table 7 Future research directions in CBR research

Cluster	Sample research questions
Cluster 1 (Commitment)	• What is like to be committed with a brand for the whole life? • What is like to experience smart tourism with brand X?
Cluster 2 (Satisfaction)	• What is like to experience virtual tourism with brand X? • How do emotions strengthen or weaken CBR with tourism brands?
Cluster 3 (Loyalty)	• How does understanding lived experience can enhance CBR with tourism brands? • How can we understand the essence/meaning of loyalty in CBR with tourism brands?
Cluster 4 (Trust)	• How do consumers develop trust in technology-enabled tourism brands? • What is the meaning of trust in the CBR with tourism brands?

6. Limitations and future research

The current chapter focused on consumer brand relationship research from Web of Science database, future research could bring more sources from Scopus, Ebsco and Google Scholar search to understand more broadly the development of consumer brand relationship literature. The current chapter brought theoretical, contextual and methodological approaches adopted within consumer brand relationship research, future research could focus on antecedents, decisions and outcomes of consumer brand relationship literature to develop more comprehensive model with relevant moderators and mediators.

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